



WDAF-TV

## ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates 10/08/12-11/04/12

		<u>Product</u>	<u>Order Sep</u>	00 30:00
<u>Contract / Revision</u>	<b>576697</b>	<b>Missouri Lieutenant Governor</b>	<u>Estimate #</u>	<b>Montee for Missouri 2012</b>
<u>Original Date / Revision</u>	10/25/12	10/25/12	<u>Alt Order #</u>	
		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	<b>Montee/D/Mo/Lt. Governor</b>		<u>Billing Cycle</u>	EOM/EOC
	4050 Pennsylvania Ave. Suite 103 Kansas City, MO 64111		<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>Ruth Burke &amp; Associates</b>		<u>Demographic</u>	A35+
<u>Buying Contact</u>	<b>Dawn Thibodeau</b>		<u>Rev Codes</u>	SP-POL CAN POL
		<u>Sales Office</u> L-KC	<u>Product Codes</u>	PL1Fb
		<u>Sales Region</u> LOC	<u>Priority</u>	2
		<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive  
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Sean Kellerman	%		

Order Share 25% Market Value 127500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	38250
KCWE	%	0
KMBC	30%	38250
KMCI	%	0
KPXE	%	0
KSHB	15%	19125
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$22,185.00	\$26,100.00	155.50	10/01/12	10/28/12	35	\$22,185.00	\$26,100.00
November 2012	8	\$4,908.75	\$5,775.00	35.20	10/29/12	11/02/12	8	\$4,908.75	\$5,775.00
Totals	43	\$27,093.75	\$31,875.00	190.70					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
1	4	10/08/12	10/10/12	M-F 6-7a M-W 6-7a	CM-All	M-W 6-7a	111----	:30	3	\$600.00	2	3.80	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	111----		3	\$600.00			3.80					
2	4	10/17/12	10/19/12	M-F 6-7a W-F 6-7a	CM-All	W-F 6-7a	--111--	:30	3	\$600.00	2	3.80	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--111--		3	\$600.00			3.80					
3	4	10/23/12	10/25/12	M-F 6-7a Tue, Thur 6-7a	CM-All	Tue, Thur 6-7a	-1-1---	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-1---		2	\$600.00			3.80					



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Contract / Revision

576697

Flight Dates 10/08/12-11/04/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:30:00

Advertiser Montee/D/Mo/Lt. Governor Product Missouri Lieutenant Governor Estimate # Montee for Missouri 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	10/29/12	11/02/12	M-F 6-7a	CM-All	Mon, Fri 6-7a	1---1--	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00
				Mon, Fri 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	1---1--											
6	4	10/08/12	10/18/12	M-F 7-9a	CM-All	M-Thur 7-9a	1111---	:30	4	\$525.00	2	4.70	NM	8	\$4,200.00
				M-Thur 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	1111---											
		Week: 10/15/12	10/21/12	1111---											
E 7	4	10/23/12	11/01/12	M-F 7-9a	CM-All	Tue-F 7-9a	-1111--	:30	4	\$525.00	2	4.70	NM	7	\$3,675.00
				Tue-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	-1111--											
		Week: 10/29/12	11/04/12	-111---											
9	4	10/08/12	11/02/12	M-F 5-6p	CM-All	M-F 5-6p	MTWTF--	:30	1	\$600.00	2	4.50	NM	4	\$2,400.00
				M-F 5-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	MTWTF--											
		Week: 10/15/12	10/21/12	MT-TF--											
		Week: 10/22/12	10/28/12	MTWTF--											
		Week: 10/29/12	11/04/12	MTWTF--											
E 11	4	10/08/12	11/02/12	M-F 10-1030p	CM-All	M-F 10-1030p	MTWTF--	:30	3	\$1,200.00	2	4.50	NM	11	\$13,200.00
				M-F 10-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	MTW----											
		Week: 10/15/12	10/21/12	-TW-F--											
		Week: 10/22/12	10/28/12	MT--F--											
		Week: 10/29/12	11/04/12	-T--F--											
E 14	4	10/13/12	10/27/12	Sa 10-1030p	CM-All	Sa 10-1030p	-----1-	:30	1	\$800.00	2	4.90	NM	3	\$2,400.00
				Sa 10-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----1-											
		Week: 10/15/12	10/21/12	-----1-											
		Week: 10/22/12	10/28/12	-----1-											
Totals														43	\$31,875.00